

THE

# NEW FILLMORE

Volume 1

Number 1  
May 1986



- Community Potluck
- Commercial Rent Crisis
- Design on Webster Street

# Foster's Aussie Lager

6 PACK  
\$ 3.49



## Single Malt Scotches: an appreciation:

### The Pure Play of a Single Malt Scotch: an Unadulterated Experience.

What is a single malt Scotch, exactly? Exactly, it is a Scotch whisky distilled from one single, malted grain. The most common Scotches are not single malts, but blended Scottish whiskies which are a blend of single malts and lowland Scottish grain whiskies which have not been malted. The malting of the grain, which is a process of letting the grain soak, sprout, and dry out, produces a richer and more distinctly flavorful whisky than an ordinary grain whisky.

Because single malts are undiluted with common grain whiskies they remain distinctly flavorful in their taste and are much less like each other than blended whiskies, which tend to have the same general Scotch taste. In fact it is the presence of the single malts in the blended Scotches that give the blends what distinctive flavor they do carry. The mellow butteriness of Cheviot Regal, for example, comes from the single malt Glenlivet Scotch which is blended into it. The depth and complexity of Grant Royal comes from the Glenfiddich in it. And Johnny Walker Black derives its flavor from two single malts in the blend -- Talisker & Cardhu.

Basically, single malt scotch whiskies are to blended Scotch whiskies what cabernets and merlots are to table wine. But because the single malts are so different from each other in their flavors it may take some patient sampling of several brands before you can hone in on the one you really favor. And, in the search for the single malt that's really for you, you'll probably come across a few you don't really hit it off with. But when you find the one that's right for you, it's like coming home. Single malts are the queens of the Scotches. They should be enjoyed like fine cognacs, neat, in a snifter, with congenial company and comfortable surroundings. Then, as A.E. Houseman put it:

"Malt does more than Milton can  
To justify God's ways to man."

Bi-Rite has over 20 single malt scotches. The best way for you to discover which of these you might really like is to start by buying some of the small, single-drink sample bottles we have available, and we can hone in from there.

You might want to begin with the Macallan, Bi-Rite's Single Malt of the Month:

### The Macallan: Bi-Rite's Single Malt of the Month.



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FILLMORE AT CALIFORNIA



## INSIGHT - THE FILLMORE

By Anne Coffelt

This *inquiring photographer* series will examine the diversity of people living in our neighborhood and provide a forum for the expression of their ideas, insights, and concerns related to the character and quality of life in this rapidly evolving community. For the first issue of *The New Fillmore*, our intrepid photo-journalist, Anne Coffelt asked local residents: *How do you see the Fillmore?*

**John Christie,**  
[Bush/Buchanan]  
City Planning Department



"I moved into the area a year ago because it wasn't 'touristy'. Fillmore Street is a local street with neighborhood serving uses. If you want to go to a frame shop you can, there is an art gallery, expensive restaurants and pizza places, bakeries and a hardware store, all within a five block length. The Fillmore is also close to everything: Civic Center, downtown, the Marina. Transportation is great."

"The only things that bothers me are the results of gentrification. You can say, 'that's just signs of the times'; San Francisco is getting to be an expensive city. Well, you are ignoring the fact that there are other people here who can't afford it and really shouldn't be forced to move down to East Palo Alto or South City or Bayview Hunter's Point. There is cause for concern."

**Tsuru Yukawa**  
[Marina Resident]  
Reporter, *Nichei Bei Times*  
Bush at Fillmore



"The Fillmore is changing, especially the Upper Fillmore, there is a better atmosphere here now, almost like Pacific Heights. *How does the Japanese community view the neighborhood?* "My opinion is that it used to be primarily Black and there was more crime. The Japanese community doesn't really interact with the blacks, I don't know very much about it. People don't speak bad about black people, they just feel that now there is less crime and that it is a safer place to live."

**Cecil Hooper**  
[McAllister St.]  
'Retired seaman,  
former railroad dining car waiter,  
clothes presser at Esrik Cleaners



"I see the Fillmore progressing, changing for the better. For example, the places that are renewed: people who had businesses here before didn't do enough with them. I've spent over 50 years in the neighborhood, and seen the 'ups and downs'. *How do you view the community spirit now vs. the 'old days'?* "The Fillmore used to be Black and Jewish, it was a different ballgame then, we got along. That's gone now, and I don't think it will ever be back, but I could be wrong..."

**Alexis and Feysan Lodde**  
(Barbara age 2)  
[Webster and O'Farrell]



*How long have you lived in the area?*

Alexis: "We came back and bought a house in 1983, so I've been here 2 1/2 yrs. but Feysan was born and raised here."

*How has the Fillmore changed?* Feysan: "Culturally, where it used to be Black, Jewish and Japanese, it's now more white, more business, because of the condominiums, although it still has the same good feeling. It's getting back a lot of activity and excitement, and becoming more modern, but it's always been a nice neighborhood. Many people have moved out, it's obvious that the people here now make more money than the people who lived here ten years ago."

Alexis: "It's good for us now, being homeowners, that this is an upscale neighborhood."

Feysan: "I love being back. It's good having a home where I grew up."

**Chantal Wong,**  
Secretary, Western Addition  
Neighborhood Assoc. (WANA)



"The Fillmore is a very diversified neighborhood with peculiar characteristics. When real estate agents started calling the area, "lower Pacific Heights," we were offended. What I'm concerned about is keeping the Fillmore both liveable and affordable. I'm angry that the laundromat down the road is gone."

### Publisher's Preamble.



Amble seems like a reasonable pace with which to pre this first issue of The New Fillmore although it was not, unfortunately, the pace at which it was created. What we have here is your really basic rush to leisure. That is, we were in a hurry to get a product to you which you could read in your spare time, or perhaps strap-hanging on the One Cal. In any case "preface" seemed a bit stuffy for what I wanted to convey here, and besides that's my face you see up there and not my preface. NOBODY sees my preface, it's far too early in the morning. So amble it is.

I got the idea for The New Fillmore in a way so many good ideas happen for so many people -- over a drink in a bar. I was in the Pacific Heights Bar & Grill, talking to Ron Hobbs, owner of the Spectrum Exotic Bird Store and the only one of my advertisers to qualify for my authentic poet's discount off the rate card. (Ron has had a few volumes of poetry published including "Songs for Fillmore Street" a few years back, and just recently "Beadstringer, a Poet's Diary.") In any event the talk got around to alienation as talk frequently does when it involves poets and there leapt forward this notion of a neighborhood newspaper, probably not a cure for profound alienation, but at least a palliative for local alienation, if not fun besides. It got very clear in that conversation, despite the fact that it occurred somewhere between the third and fourth glass of wine, that a neighborhood paper could increase and heighten the sense of community that is beginning to emerge here or reemerge here, depending on your sense of historical perspective. I have lived in this neighborhood for over seven years and think it is currently evolving as the best neighborhood in the city, with particular thanks to the merchants who have helped to make it that way. And yet, as long as I've lived here I realize that I've known only a very few people well enough to feel comfortable saying hello when I run into them on the street. I feel a neighborhood newspaper can develop our awareness of each other, and increase our sense of belonging to this neighborhood. Noe Valley has had a paper for over 10 years, and North Beach has fairly recently developed a magazine. One of course also needs to mention the Nob Hill Gazette, although that publication has become increasingly cosmopolitan, as opposed to neighborhood oriented. Hopefully The New Fillmore will provide us all with a way to get to know each other a little better, both as individuals and as the larger community which we all belong to.

This is local focus, folks, otherwise, why bother? The New York Times has a box on the South East corner of California & Fillmore in front of Bi-Rite, or, if you prefer printed television, you can always get USA Today in the box across the street in front of the 24 hour doughnut shop. Then, if such diversions interest you, there are The Chronicle & The Examiner, available in Bi-Rite itself, and, rumor has it, by home delivery. But what about what's happening right here, right now, right where we live? This is the only game in town, or, more accurately, in the neighborhood. Let's keep playing it because it's fun and we enjoy living here, and for the opportunity this may give us to become better acquainted with each other -- David Ish

# Free Gift!

Bring in this ad and receive a free gift from Gilmour's. Join us in celebrating the opening of our new store on Fillmore Street, between Pine and Bush.

- Flowers
- Gifts
- and more!
- Fruit & Champagne Baskets
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- Senior Gold Cards Honored

### COMMUNITY POTLUCKS EMERGE:

#### Politics, peach cobbler, pasta and people...

In an old cafe on Fillmore Street once-a-month community potluck dinners, organized by lifelong neighborhood resident Leonard Priestly, have provided an opportunity for neighborhood residents and merchants to get to know each other a little better.

"I started these potlucks," said Priestly, "because as a resident of this area, I found that nobody knew anybody, and these dinners opened doors for people to get to know one another."

Local merchants like the Pacific Heights Bar and Grill, Kim's Market and Trans Coffee & Tea shop have donated food and refreshments for the third such potluck, held Tuesday, April 22, from 7 to 10 pm. The front window of Kim's Market serves as an impromptu community billboard advertising them. Dr. and Mrs. Dickey, whose family has lived in the Bush and Fillmore location for years, have volunteered their vacant Palace Cafe to host these dinners.

This month's informal meeting provided an opportunity for representatives of local community groups to describe their organizations and invite residents of the Fillmore to become active in their programs.

Loretta Whitehead, from the Neighborhood Safe Project, a San Francisco citizen crime prevention program, described SAFE as "providing information and assistance to people interested in forming neighborhood watch groups. Once you become affiliated with us, we're more than happy to help you in any way we can, not only in helping your neighborhood become safer, but in generally increasing the quality of life." Concluding her remarks, Whitehead added, "We are talking about building community ..and that reduces crime."

In addition to representatives of local groups, participants included a diversity of neighborhood residents who had decided to spend Tuesday night as a community, sharing food and wine, ideas and concerns for the future.

The next Fillmore Community Potluck will take place on Tuesday, May 20th from 7- 10-PM at the Palace Cafe, 1843 Fillmore between Sutter and Bush. The evening's theme will focus on "Seniors in the Neighborhood, and How They are Treated." Special invitation to Fillmore area senior citizens and members of the "Old Timer's Club" on Steiner St. is extended. All Fillmore residents are encouraged to participate through joining the host committee by contacting John Sims at # 563- 3061 or Leonard Priestly at #931-6993 or simply dropping by the Palace Cafe on May 20th.

--Anne Coffelt

### THE WAY WE WORE

#### A 'Grand' Opening

Chanel gowns, block-long white limos, Schiaparelli silver highheels, Parisian fantasies and New York prices. Sidecars, Manhattans, and Martinis, Herb Caens, John Molinaris and Charlotte 'Tex' Mailliards. What's going on? The Fillmore hasn't seen this much excitement since the Repeal. Or, more recently, the arrival of Joan Collins at the Belli mansion in Pacific Heights. What splendid evening was this? Nothing else but a great party, organized by Donna Ewald and Golden Poppy Communications to celebrate the grand opening of the newest vintage clothing and jewelery store on the block, Doris Raymond's THE WAY WE WORE, at Fillmore & Clay.

Speaking of silver slippers, the Schiaparelli's mentioned above were the first of a hundred superb items to catch my eye. The last, a gorgeous black felt Bolero hat from the 30's, is safely placed on lay-away, for my very own pre-birthday indulgence.

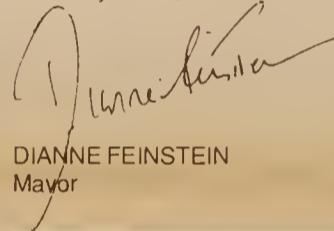
--Anne Coffelt

### Letters to the Editor

It is always a pleasure to welcome a new publication to the streets of San Francisco -- particularly one whose mandate is to report on what is going on in a specific neighborhood.

With the Fillmore growing by leaps and bounds, your publication will hopefully reflect the neighborhood's wide diversity of views while giving neighbors and merchants a good vehicle to communicate community-wide needs.

Sincerely Yours,

  
DIANNE FEINSTEIN  
Mayor

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### THE NEW FILLMORE

The New Fillmore is published monthly by The New Fillmore Corporation, Box 343, 2443 Fillmore Street, San Francisco, CA 94115. Tel. 931-0515. David Ish, Publisher and Editor, Ginny Lindsay, Graphics. Thanks to Significant Contributor Anne Coffelt for coming up with the name, "The New Fillmore." We warmly invite letters to the editor, articles, fiction, poetry, and notions. All submissions, whether real or fictional, must be either about something happening in the neighborhood (or at least partially set in the neighborhood if it's fiction), or written by someone living in the neighborhood.

**Gilmour's**  
*An Affair with Flowers*



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Over 50 Years in San Francisco



## Exercising your options

by David Kirk

There is more than one way to exercise, and, in this neighborhood, more than one place to do it. We who live here are fortunate in that we live in a very exercise-conscious environment with a wide range of options when it comes to picking and choosing the time, the place, and the way we work out. Perhaps some of you have already explored some of these options. Others have not, but have felt enough of the vague twinges of guilt about not exercising to at least look at this column and read up on it. So perhaps we should devote this first column anyway to the readers, if not the performers, of exercise. So we'll start with the basics. Why exercise?

Well, exercise is supposed to be good for you, and the fact of the matter is that it is, in a number of ways. There are two basic forms of exercise: aerobic and anaerobic. Aerobic exercises strengthen the heart muscle, and tend to lead to weight loss. Anaerobic exercises build muscle tissue, and while you don't generally lose weight performing anaerobic exercises, what you do is lose fat and gain muscle. We are talking your basic soft body to hard body transformation here. Aerobic is health. Anaerobic is beauty.

That is a bit of an overgeneralization, but I think you get the idea. Why exercise? To look better, to feel better, to be healthy.

Now that that's a sale, let's take a look at some of the various forms of exercise available in the neighborhood which represent these two different forms or combine them.

### Swimming

Swimming is the most popular form of exercise for most Americans, according to a recent

Gallup poll. Swimming has a lot of advantages.

It offers good muscular strength training and provides a moderate level of aerobic exercise without being hard on the joints of the body, which jogging can be.

There are two pools in our more or less immediate area, The Hamilton Pool, operated at the corner of Geary and Steiner by the Department of Parks and Recreation, and a pool at the Jewish Community Center out near the corner of Presidio at 3200 California Street.

The Hamilton Pool has a schedule of various programs, so you need to call them at 931-2450 before going over, to make sure that the pool is available. There are shower and locker facilities, but you need to bring your own towel. Cost of a swim averages a dollar a dip.

The pool at the Jewish Community Center is smaller than the Hamilton Pool, and tends to be fairly busy. However it is part of an overall complex which includes weight lifting, aerobics classes, and other programs. You do not need to be Jewish to join. Their telephone number is 346-6040.

### Aerobic Classes

Aerobic classes offer a high degree of aerobic activity and moderate muscular strength training. Classes are usually set to music and are led by an instructor who ideally provides motivation, encouragement, and proper instruction. If your goals are weight loss, good overall body tone and a superior cardiovascular system, the aerobics classes may be for you.

There are three aerobic exercise facilities in Pacific Heights. DancErgetics is at 2358 Pine Street (563-0634) at the same location as the Pacific Heights Health Club. DancErgetics offers over 50 classes per week, ranging from low impact classes for those just starting out to advanced classes. In Shape is another aerobics class and it has two locations on Fillmore, one at 2328 and the other down the hill at 3214. Their phone is 922-3700. In Shape offers about 12 classes a day, along with stretch classes and advanced classes. Fitness Zone at 3429 Sacramento Street (346-8000) is limited to women only. They also offer stretch, muscle tone, and weight lifting.

Continued on page 6



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# Down and out at the Donut Shop

Come Fall, no more ready cups of steamy morning coffee while waiting for the express bus to pick you up at the corner of Fillmore and California and whisk you downtown. No more after-hours stop. No more informal community hang out. In short, no more Rolling Pin Donut Shop. Caught in a bad lease it inherited from a previous tenant, Rolling Pin has decided to roll over and pack it in, unable to keep its doors open on a lease that escalates the rent to a level at which they would simply no longer be able to sell coffee and doughnuts and make a living at it.

And what will go into the Donut Shop location in its stead? Incredibly, maybe nothing, for a couple of years. Because the number-crunching economics that drive the world of commercial real estate syndication dictate that the savviest way to maximize return on investment is to put an above-market price on a store front and let it stand vacant for 18 to 24 months until the market slowly rises to meet the price, or a naive and ambitious tenant, willing to pay above market for whatever reason, is snagged in the interim.

And the Donut Shop location seems like it may be an ideal candidate for such a long-term vacancy. At an asking price of \$4.00 a square foot, it appears to be handsomely over market. It is in fact 25% over the \$3.00 a square foot asking price for a store front at the corner of Fillmore and, glitzy, high-gloss Union Street, which itself has stood vacant for over a year.

Further, the present landlord of the Donut Shop seems disposed to play the waiting game, having, in a prior investment, recently let stand vacant for two years another Fillmore Street store front between California and Sacramento Streets.

How can it make sense that as a landlord you're better off doing something like this?

The landlord investor is not really as interested in immediate cash flow of rental income on the property, as he is in establishing a high rental income that will enable him to command a high selling price when he finally puts the property on the market. Any sort of long term relationship with his tenant involving modest rent increases completely works against his interest. He is better off buying tenants out, getting rid of them, and letting the place stay vacant until someone somewhere down the road someone finally meets his price, and he can then put his building on the market at a far greater selling price than he could get for it if he had kept his original tenant.

Communities in transition such as the New Fillmore are tempting opportunities for outside investor groups such as real estate syndicators. In the late 1970's syndicators, investment trusts and developers were attracted to this area by low prices for large properties. They held these properties without disturbing the tenants until the neighborhood could support tenants that could pay higher rents. Then they replaced the old tenants, like the donut shop, by either demanding high rents at the expiration of their leases or paying those tenants holding long-term leases to get out. The process hasn't stopped.

"Their process of things eventually, inevitably obliterate what's come before them and tends to paste over history with new placards and signs and colors and lights that may be more attractive but alter the essential character of the neighborhood," said Rudy Melnitzer, owner of the California Street Creamery.

The kinds of commercial rent increases we've experienced in our neighborhood are



The Donut shop will be packing it in in September, driven out by rent increases that have made it impossible to stay.

symptomatic of a city-wide problem that is raising hues and cries from a diverse number of groups to put some form of control on soaring commercial rents somehow, one way or another, before the year is out.

The options include legislation through the Board of Supervisors, a ballot initiative, an administrative policy through the Mayor's new Small Business Advisory Commission, or self-policing from within the real estate sector.

If legislation, what kind? Commercial rent control? Mediation-arbitration between landlord and tenant? Binding? Non-binding? How about a temporary freeze on current rents until a solution is found? Or, some form of zoning ordinance mandating that certain types of businesses must be preserved in the neighborhood? All these questions have been raised by one Supervisor or another without any resolution by the Board.

"One of the most difficult things about this issue," says Dana Van Gorder of Supervisor Harry Britt's office, "the thing that has prevented a clear direction as to what to do in North Beach, for example, is you can't get real agreement among people as to what should be done. In some cases it's because they are tenants and landlords both, and in many cases it's because they are entrepreneurs and they don't believe in interference in what happens in the market."

Several attempts over the years to institute commercial rent control have failed. The latest effort was Britt's proposed legislation for North Beach where a number of merchants have lost their businesses due to exorbitant rent hikes. He could not find sufficient support among the supervisors for his proposal, which, according to Van Gorder, pretty much followed the Berkeley ordinance for binding arbitration of commercial rents in the Telegraph Avenue district.

"We don't really know whether we're going to ultimately focus on North Beach," Van Gorder said, "or whether we want to pursue something city-wide. So there just isn't a decision in our office yet as to what we're going to do."

In a brief interview here on Fillmore Street, Supervisor Willie Kennedy said she would support some form of rent control "if the merchants, city-wide, really want it this time." She was referring to the 1981 legislation which was tabled because the district merchant association turned thumbs down on it.

Of those who favor a ballot initiative, Homer Hobi, President of Sunshine Express Mailers

and a founding member of the Humanist Party, is one of the most active. In the course of business he is in daily contact with a large number of merchants.

"Seeing what the actual situation was and how these people were horrified of the possibility of someone buying their building and raising the rents I saw clearly what the problem was. We see a tremendous injustice that's taking place toward the merchants, and a political system that is paralyzed to do anything about it," Hobi said, adding "In December we took a general survey of the population and what we found was that 70% of the people surveyed support commercial rent control."

Hobi and the Humanist Party have formed an Ad Hoc Committee To Save Our Neighborhood Merchants which has drafted legislation calling for commercial rent stabilization and binding arbitration of disputes between landlords and tenants city-wide. They seek to get it on the ballot this Fall.

Another way to help preserve essential services in neighborhoods is through zoning ordinances which could mandate a moratorium on non-essential businesses, according to Bill Witte, Executive Director of The Mayor's Office of Housing, Economic Development and Small Business, who is also a resident of this neighborhood. Such zoning pressure has in fact already been applied to fast food chains and other types of businesses in various parts of the city.

"Unfortunately, however, many of the driving forces, such as federal tax advantages for real estate speculators are outside local government control," Witte said.

Witte may have more than a point. The Tax Reform Bill of 1981 for example, reduced the depreciation schedule for income property from 30 years to just 15, cutting in half the period over which investors can deduct the cost of a building. This kind of incentive tends to attract the type of investor with a short term orientation who is interested in a rapid appreciation he can only achieve by raising commercial rents as high as possible to make the building worth as much as possible.

Policing the kind of speculation that works a hardship on essential neighborhood businesses, and therefore on the neighborhoods themselves, can best be performed by the Board of Realtors in the view of Mervyn Silberberg, President of San

Continued on page 12



## Clinton Chevron's Car Care Tips

Jane Clinton

"Your car can be pushed just so far."

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Clamp POSITIVE cable (red) to POSITIVE terminal (marked "+") on dead battery.

Now place other red clamp on "+" terminal on good battery.

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Last, attach remaining clamp (black) to car frame or engine block of disabled car.

Now you're ready to start the engine of the disabled car. However, if the engine won't turn over, start the engine of the other car and then try to start the disabled car.

Finally, disconnect all clamps in the exact REVERSE order.

**SAFETY WARNING:** Boost starting a vehicle is a serious and dangerous business. Failure to follow proper procedure could result in bodily harm or damage to the vehicle's electrical system. NEVER SMOKE WHILE WORKING WITH BATTERIES.

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## Options Exercised

(Continued from page 2)

### *Health Clubs*

A health club has an advantage in that it combines a lot of different forms of exercise in one facility. Things to look for in choosing a health club are proximity to home or work, availability of instruction, and the variety of services offered. The Jewish Community Center, mentioned earlier, has a complete weight lifting facility, stationary bicycles, and a pool. There are a variety of programs offered at The Center, so you should stop by to see what's best for you. Fitness Zone (also mentioned earlier) is limited to women. They offer individual programs including circuit training and aerobics classes. Pacific Heights Health Club is located at 2356 Pine Street, between Fillmore and Steiner, (563-6694) and as most of you probably know, this is the club that I manage. This club is limited to men, although the aerobics classes are coed. The Club offers lots of instruction in beginning exercise programs using Nautilus, free weights, LifeCycles and treadmills. Other services include free suntanning, free massage and a full spa and sauna facility.

### *Running & Walking*

I combine these two forms of exercise because basically they accomplish the same thing, especially if you walk up a steep hill. Runners in our area have a lot of choices of where to run. The Marina Green down the hill offers a track and running course. The Golden Gate Bridge is a good run and the Presidio has plenty of good areas to run also. Walkers have it best because we live on or near some of the

steepest hills in the city. Remember that one of the keys to aerobic fitness is a sustained elevated heart rate. You can accomplish this by walking at a moderate pace up a hill. One drawback to running is that it can be very traumatic to the joints of the lower body, especially when running on concrete. I highly recommend running on grass or a track, otherwise a knee or ankle injury is a real possibility. My suggestion is that if you haven't been on an exercise program before, don't start with running. Try another form first, or be a hill-walker. If you are in reasonably good shape already, then running can be an extremely enjoyable adjunct to your fitness program.

### *Tennis, anyone?*

Tennis is a great form of exercise for both toning your muscles and giving your heart a workout. We are fortunate to have a couple of courts right here in the neighborhood. There are of course the courts in the park, atop Alta Plaza, and then there are tennis courts as well next to the Hamilton pool.

These are a few of the more popular exercise forms available to us here in The New Fillmore. There are many others though, and you are limited only by your imagination, personal choice, and desire. My hope is that through this column you might find inspiration and the realization that exercise is for everyone. It's a great, natural way to feel good. You just need to explore the wealth of options available to you here and pick the one or ones that make the most sense to you, and which you enjoy doing most. A balanced program of different forms of exercise is best, and most fun.

*Continued from page 4*

## KYO'S FLOWERS

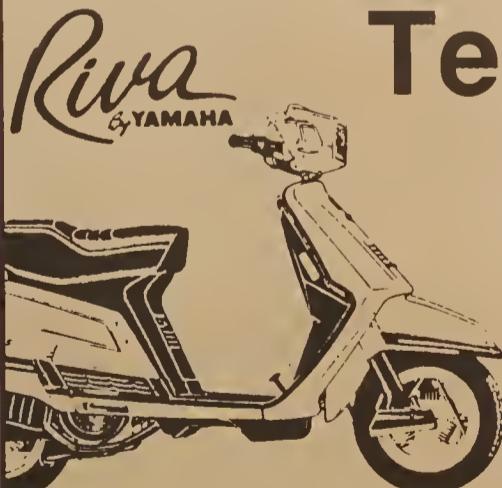
- Weddings
- Funerals
- All Occasions

**An Oriental Touch.**

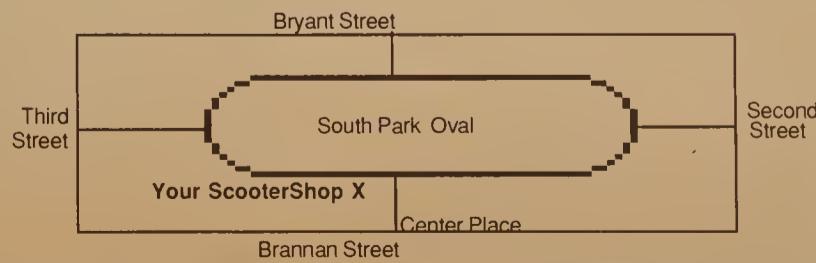
2208 Fillmore Street

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and we'll give you a free  
digital watch when you  
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**101 South Park, San Francisco.**

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## A corporate designer looks at the bottom line



Designer Richard Cognata goes over some of his work with a client in his modern office in one of the elegantly restored Victorians on Webster Street.

Humming quietly along in one of the elegantly restored Victorians in the historical preservation area on Webster between Clay and Washington is Cognata Associates, a crack, high level corporate and packaging design firm run by neighborhood resident Richard Cognata, who has done annual reports, corporate image pieces and packaging design for Coca-Cola, IBM, Chase Manhattan, Citicorp, Wells Fargo, Pacific Bell, Fireman's Fund and Verbatim.

One of the things which distinguishes Richard from the slick pack of high gloss annual report designers and even such major players as Landor Associates is his application of marketing orientation to corporate graphics. Major marketing design firms like Landor tend to focus on corporate identity and packaging and rarely become involved in annual reports. Annual report designers on the other hand don't usually have Richard's marketing orientation.

### Selling solutions

"I don't sell style, I sell solutions," Richard said in a recent interview over oysters in the Pacific Heights Bar & Grill. "There are a lot of design firms out there presenting a certain kind of look, which as a firm they become identified with over time. The problem with that is they are really designing for themselves and not for their clients. There is no 'Cognata look,' per se. I get inside my client's organization and find out what's going on, and I get into his market and his market research and I build what is hopefully a bridge of visual communication between the two. I don't become involved as a visual personality. My job is to discover and express the client's visual personality in a manner that will be pleasing and attractive to the people he's doing business with."

**JARVIS**  
ASSOCIATES



Richard Cognata's designs include a wide range of work in corporate and retail identity. The Jarvis logo above was done for a real estate developer known for Victorian renovations. The ampersand in the V suggest some of the fine detail work associated with Victorians. The logo for the Grand Central Station gourmet restaurant suggests some of the original art deco flavor of New York's Grand Central Station

While this sort of thinking is almost always very well understood in the product and packaging area, investor relations types who select designers for annual reports and other corporate image pieces have been a little slower to respond to its virtues. "There are still a lot of style shoppers out there," Richard said. "It is only recently that investor relations people have begun to realize that the financial marketplace is not totally numbers driven, but has the same intangibles attached to it that govern the consumer marketplace. It's not just enough for an annual report, say, to have good numbers and pretty pictures. There is just too much communications overload going on in the financial marketplace for that sort of thing to work anymore. Things have to be thought through on much more specific levels. You have to create a piece in which everything is in sync, otherwise it simply won't be powerful enough to command analysts' attention, let alone be remembered by them."

### Generating profits

Richard gave as an example a corporate image brochure he did for Dillingham Construction, an international Hawaii-based company. At the time Dillingham was doing well despite an industry-wide slump because they were focused in the hot market segments of transportation, health care, and defense. Big picture visuals representing each of these segments quickly got the message across to security analysts --- this is the reason Dillingham is doing well and why their stock is a good buy, even though construction overall is down. Within a year of the circulation of the image piece in financial circles the stock had tripled, and was subsequently bought up by a private company.



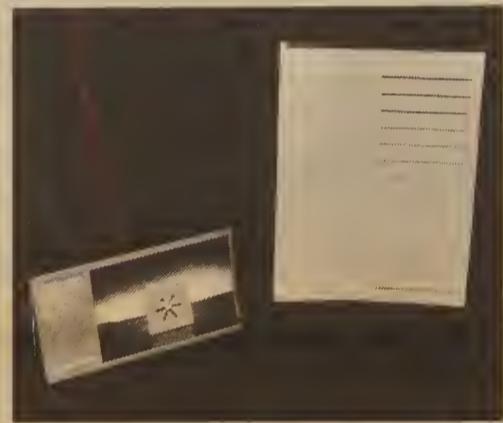
Richard says he tries to educate the financial marketplace to the virtues of marketing oriented design by putting his message in their language as much as possible. "I tell them they need to think of corporate design as an asset, not an expense. Design is a corporate asset that reflects what a company does and what it stands for. When you increase the quality of that corporation's design, you increase the corporation's value."

"I also talk about return on investment," Richard said, "not as an analogy, but as a fact. You invest the asset, the design, and you try to develop a system of measurement to understand its contribution to your income or market value."

Richard, whose design work besides corporate image includes a goodly amount of packaging and retail identity, was quick to give another example of the kinds of bottom-line benefits he generates for his clients.

### Reversing negatives

"We did the annual report for Pacific Telephone right at the time of the divestiture," Richard said. "They were competing against other operating companies in the Bell System to get as many of the old AT&T shareholders as possible to go with their stock. We had to change a negative to a positive -- to use visuals to communicate an effective transition from a lumbering, monopolistic utility to Pacific Telesis, a highly competitive, cutting edge technology marketer. The design solution included a cover which showed the old Bell corporate blue color fading out, and the new Pacific Telesis orange boldly in place. And Pacific Bell did walk away with the largest share of stockholders of any of the operating companies.



### The ultimate client

Richard, who was born in New York and worked for some of the top design firms there before coming to San Francisco 12 years ago to work for a broad range of clients here may have by now found the ideal client -- himself. After several years of development he is about to bring into the market a new product he's dubbed a "SlideBinder" -- a novel and highly attractive presentation folder designed for executive use as an alternative to standard report folders, which looks like it will have broad market appeal. "I did everything for myself I would for any client," Richard said. "In fact there's only one difference, although an important one. This bottom line is all mine."

-- David Ish



Soon to be released into the market, a chrome spined executive presentation folder.



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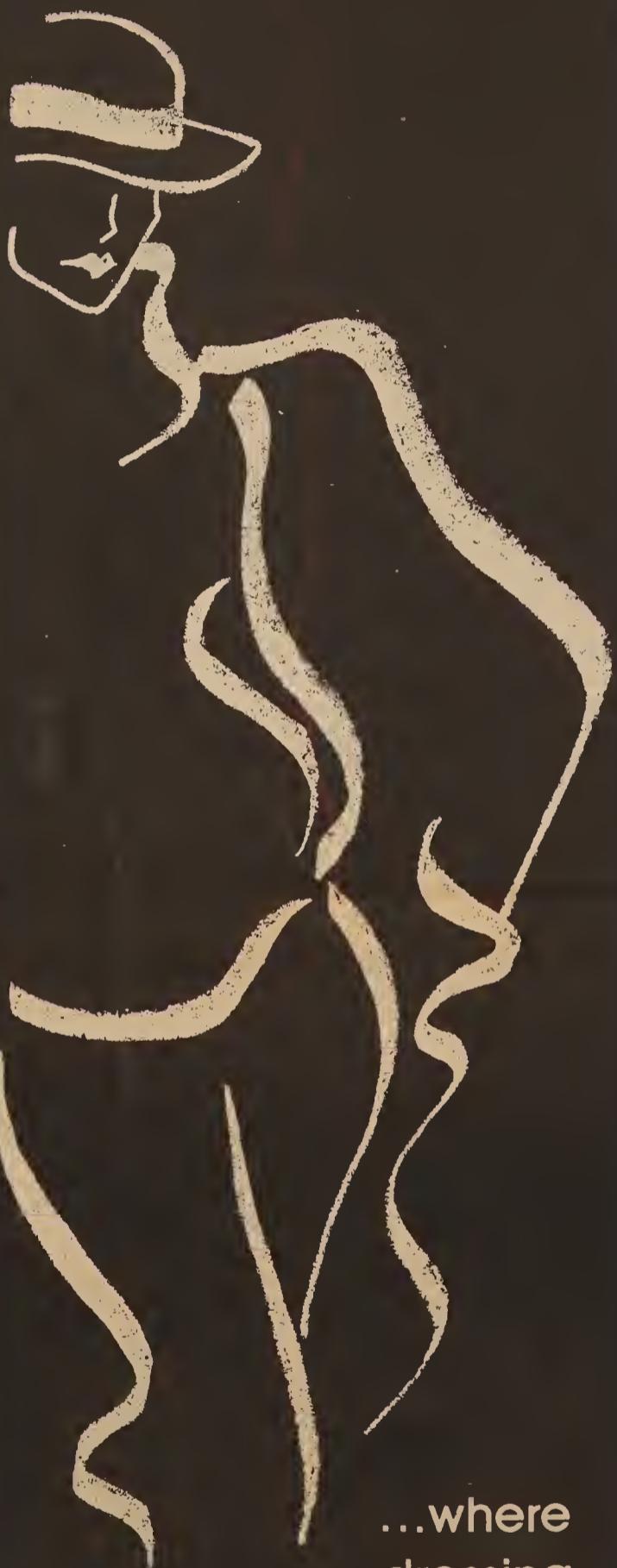


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## The New Fillmore -- After a Fashion

by Kathi Wheater

These truths become more self-evident, that Fillmore is far more than cafe society without the parking spaces. Walk, don't drive, up from Sutter and all the way over the hill--flavors and people--everything mingles, to the beat of a continental-type street where you can always get what you want and even what you need...Starting with something extremely personal, designers BRIAN FEDEROW and KOZO each create individually for their clients, as well as designing their seasonal lines. Now in their eighth year on Fillmore, KOZO opens their second store, MIO at 2035 Fillmore, this month (watch for the party in June.) Their ready-to-wear and accessories carry real self-assured clout; it's the kind of place to find a suit whose main business is eye appeal... Who said anything about having fun? VOILA gives fashion a big kick and a little price tag--\$15 to \$50 puts you in stretched-out cotton knits, t-shirts, leggings, printed jeans. Dots--dashes--it gets pretty graphic--most everything's from L.A. with imports from Israel and France...OK, so you can look at fashion two ways--as costume or basic clothes. Exquisite antique clothing can and should be something more than a one-time dress-up for a 20's bash. Both THE BEST OF EVERYTHING on Clay, and THE WAY WE WORE, on Fillmore, bring back Beauty and the Best--pick an era and choose a time frame, because fabric, cut, and line of these fashions and accessories rival any ready-to-wear on the market today (and serve up a lot more ambiance per square inch anyway.) Tucked and gathered velvets really stand out, but pour over the deco pins and bracelets and don't forget the lingerie..."Accessories make the difference," says the sign outside MANSFIELD'S, a Fillmore new-addition of a shop that's different. Housed in a grey Victorian adorned with a long, green awning, you'll walk past potted geraniums, and up stone stairs to enter three rooms packed with oak and glass cases of jewelry, lace scarves and bows and collars--plus a lingerie room your father would feel comfortable in. Clothes are tasteful, with a twist. These are for the woman who likes tradition with a touch of whimsy (their hand-picked sweaters are the best)...Let's talk attitude--sophistication, simplicity of design; let's talk JIMELLE. Fine fabrics, important looks and truly individual taste are catered to here. Well chosen accessories, shoes by Kenzo and others complement one-of-a-kind coordinated crushed silks, linens and quality cottons plus the new "old rayons." For a sample of their clothing style and an eye-opening array of other local goods and services, attend the annual GALA AUCTION for Hamlin School, the oldest girls school in the Western States. Bid on a full-length teal sand-washed puffed silk coat from JIMELLE, fashions from FARINA II, plus fine wines, condo-weeks at Vale, Acapulco or Hawaii, local dining and much more. The benefit is sponsored by the Parents Association and Hamlin School Alumni Association and takes place **May 8** at 6 pm. To join them for drinks, dinner, and a silent auction call David Duer, Director of Development, at 922-9364 for reservations and more information...so this is a short talk, quick sketches, a mere slice of side-walk to sidewalk street life. My version of the New Fillmore, after a fashion. For your version send topics, tid-bits--trite or right-care of Kathy Wheater at "The New Fillmore," Box 343, 2443 Fillmore St., San Francisco, CA 94115. Next month, still more New Fillmore...

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Kathy Wheater is a free lance writer,  
and a copywriter at Emporium-  
Capwell.

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I jump start my brain with coffee and chess:

The computer beeps, I follow the lights  
and lose piece after piece. I will confess  
to a certain lack of skill--Errant knights  
wander off the board, my bewildered pawns  
fall, one by one, to more clear thinking chips.  
Meanwhile, the coffee reassures my yawns,  
dismissing them in time. With shaking lips  
I wonder, can exercise become a prayer,  
will keeping a mind alive save a soul?  
Heaven and Hell are not made of neat squares,  
God is neither black king nor a black hole.  
I reset the pieces and shake my head.  
I am wired, weary, and my king is dead.

--Mark Mitchell

*Mark Mitchell works nights behind the counter at Bi-Rite.*



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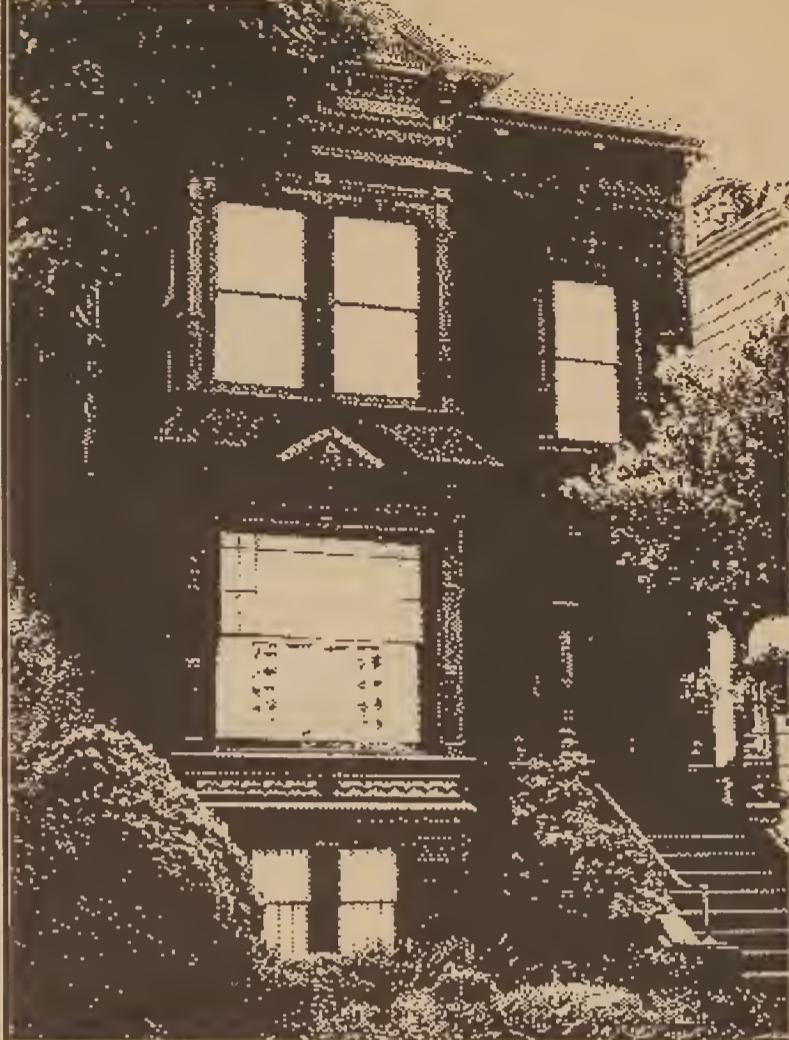
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## Great Old Houses -- # 1



2447 Washington looks like a pristine "stick to Queen Anne," Victorian in a shining coat of paint. Untouched it is not. To restore original appearance the owner had to make new triangles over door and bay, the cornices, lace moldings, and miscellaneous buttons. Designs for new pieces came from fragments from this house and others in the neighborhood.

--Anne Bloomfield (research & copy )

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## Commercial Rents (continued from page 5)

Franciscans for Neighborhood Enterprise. Everyone seems to agree that landlords who are solely motivated by numbers are the source of the problem. Though they may be a small minority of building owners, they collectively control much of the commercial space in San Francisco, so it properly falls to the real estate community to police these activities, Silberberg believes.

On the other hand, owners who live and work in the neighborhood where their buildings are located are, by and large, a different breed. Many have no intention of selling. They are involved in the community and care about maintaining its historical mix of tenants. They require no such policing.

Community boards have been in place for several years to mediate neighborhood disputes. It has been suggested that this would be an appropriate forum to mediate landlord-tenant disputes on rent increases, since they are an already established mechanism for conflict resolution.

"Never underestimate the power of a local group organization," Witte said, alluding to the action taken last year by Portrero Hill residents who got together to successfully defend their local grocer, Good Life Grocery, in a rent dispute, at least temporarily. The residents threatened to boycott any new business that moved into the grocer's space and voiced their objections in front of television news cameras.

Everyone agrees on the need to stabilize rent increases, but there's no real consensus as yet among the many diverse groups as to how to go about it. "No matter what the outcome," Witte observed, "somebody's ox is going to get gored."

--Stuart Goldsborough

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**Here's to Your Health**  
by Dr. Richard Kunin

**Questions & Answers About Your Health.**

I know I can become moody and depressed if I take in too many refined carbohydrates like white sugar, but can the same thing happen if I eat too many complex carbohydrates like apples or potatoes?

The answer to that really depends on how much the complex carbohydrates are cooked. The more complex carbohydrates are cooked, the more their fibrous structure breaks down, and the more they behave like simple sugars. If that apple you mentioned were a baked one, it would be much more likely to create the kind of low blood sugar problems that you mention than if it were fresh. Complex carbohydrates are best eaten fresh or lightly cooked.

I have a problem with high cholesterol. Recently however when I had my cholesterol checked it had dropped from the previous reading of 260 to 206. The only thing I'd done differently between the two readings was to add to my regimen of walking every day, a half hour weight work out three times a week. I had no changes in my diet. Could that alone account for such a dramatic change?

Increase in exercise has been shown to have a positive effect on cholesterol level, particularly in that it stimulates the production of HDL, the high-density lipoproteins which sweep up unneeded cholesterol and deliver it to the liver for excretion. Further, people who begin to exercise more tend to change to a healthier diet without necessarily becoming particularly aware of it. Finally, there is one condition which you don't mention that could have a significant bearing on your cholesterol level which has nothing to do with diet or exercise, and that is stress. If for some reason the amount of stress you were working under decreased significantly in the period of time between the two readings that could account for the steep decline. A recent measurement of cholesterol levels in the blood of race car drivers before and after a race showed an average of a 100 point increase in the cholesterol level after the race. So you can see stress can have quite an impact.

Dr. Kunin is a Doctor of Nutritional Medicine who has his practice here in the neighborhood. He is the author of two popular books: "Mega-Nutrition," and "Mega-Nutrition for Women." He invites your questions.



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## Crime Watch

by Officer  
B. Vigil  
(Northern  
Station)

Between Vallejo and Geary, Van Ness and Steiner, during the first 26 days of April, North Station Responded to seven robberies, mostly armed. The incidents included the following:

**April 1, 5:15 AM, Vallejo St.** A white male age 29 was walking along Vallejo St. when another white male about 30 to 35 demanded money, indicating a gun in his pocket. The suspect ordered the victim to lie down on the sidewalk and remove his clothes and jewelry. The suspect fled with the victim's ring worth \$1,000, \$80 in cash and clothes estimated at \$300.

**April 4, 10:15 pm, Bush Street.** A white female age 39 walking West on Bush Street was approached from the rear by a suspect who ordered her to freeze and produced a gun. The suspect was a black male in his 30's. He grabbed the victim's purse and fled on foot, taking \$120 in cash and several credit cards.

**April 5, 4:40 pm Sacramento Street.** An elderly woman age 75 was sitting in her car with the door slightly ajar. A black male suspect was walking by, saw her purse, snatched it, hit her in the face, and fled.

**April 11, 11:44 pm, Vallejo Street.** A 25 year old white male pulled into his garage on Vallejo Street and was confronted by two black male suspects. One held a gun to the victim's head and demanded his wallet. The suspects fled with \$18.

**April 19, 2:00 am, Pacific Street.** Two white females, one 25 and one 34, were in conversation in front of one of their residences when two black males asked for directions. One suspect then pointed a small automatic at one of the women, demanding money. She threw her purse at him and ran while the suspect ran off with the purse containing \$400.

Other crimes in the area during the first 26 days of April included 20 burglaries and 40 thefts. The total number of crimes reported were 149.

Officer Mike Gannon of Park Station reports that in his district west of Steiner to Baker and between Sutter and Broadway, officers responded to 11 burglaries, almost two times the number reported in the previous month. He reports that Park Station had 81 crimes in that area.

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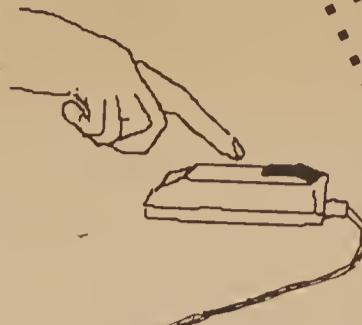
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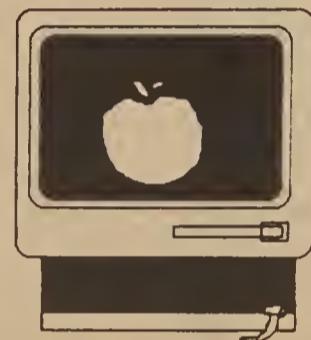
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Doule Cuvee William '71	118.00	59.99
Dom Perignon '88	239.00	159.99
Dom Perignon '89	228.00	159.99
Dom Perignon '70	189.00	99.99
Dom Perignon '71	199.00	119.99
Dom Perignon '78	89.99	49.99
Dom Ruinart '78	39.99	23.99
Gosset Brut R.O. '81	75.00	28.99
Gosset Brut '71	88.99	24.99
Gosset Brut '73	49.99	19.99
Gosset Brut '79	25.89	15.99
Heidsieck Monopole O.B. '73	49.99	29.99
Heidsieck Monopole O.B. '79	39.99	21.99
Krug Brut '69	139.00	99.99
Krug Brut '75	99.99	55.99
Krug Brut '79	71.00	43.99
Krug—Clos De Moanil '79	135.00	109.99
Louis Roederer Cristal '78	99.99	79.99
Louis Roederer Cristal '61	69.99	47.99
Moot Brut Imperial '60	38.00	18.99
Mumm's René Lalou '79	51.50	24.99
Perrier Jouet Flower Btl. '76	79.99	45.99
Perrier Jouet Flower Btl. '78	89.99	38.99
Philipponnat Colasse '76	65.99	39.99
Philipponnat Brut '60	29.99	18.99
Philipponnat Chardonnay '60	31.99	19.99
Piper Flacon Louis '73	89.00	19.99
Piper Heidsieck Rara '76	86.00	47.99
Pol Roger Churchill '79	49.99	35.99
Pol Roger Blanc de Chardonnay '79	31.99	20.99
Taittinger Blanc de Blanc '71	99.99	59.99
Taittinger Blanc de Giane '75	69.99	59.99
Taittinger Blanc de Giane '76	68.00	35.99
Taittinger Millésime '78	37.50	19.99
Taittinger Collection '78	60.00	39.99
Veuve Clicquot '75	49.99	27.99
Veuve Clicquot '79	39.99	18.99
Veuve Clicquot Le Grande Dame '79	60.99	25.99

## NON-VINTAGE CHAMPAGNES

	SUGGESTED DETAIL PER BOTTLE	SALE PRICE PER BOTTLE
Charbeau Brut	22.99	12.99
Gosset Brut Speciale Reserve	23.99	15.99
Heidsieck Monopole Extra Ory	20.99	11.99
Krug Brut	88.99	24.99
Laurent Perrier Brut	23.25	13.99
Laurent Perrier Ultra Brut	29.99	19.99
Laurent Perrier Grand Siecle	39.99	23.99
Louis Roederer Brut	21.99	13.99
Leclerc Blanc de Giane	29.99	14.99
Moot Brut Imperial	27.75	13.99
Mumm's Gordon Rouge	27.75	13.99
Mumm's Crémant de Crémant	43.50	28.99
Orléan Express	25.99	19.99
Perrier Jouet Grand Brut	24.25	12.99
Perrier Jouet Osmi Sec	24.25	13.99
Philipponnat Brut	24.28	13.99
Piper Heidsieck Brut	24.25	12.99
Pol Roger Brut	25.99	14.99
Taittinger Brut	28.99	14.99
Veuve Clicquot Brut Yellow Label	28.99	13.99

## ROSE'S VINTAGED & NON VINTAGED

	SUGGESTED DETAIL PER BOTTLE	SALE PRICE PER BOTTLE
Chabot Rose' Certificate '78	85.99	39.99
Dom Perignon Rose' '73	199.99	129.99
Dom Ruinart Rose' '76	39.99	24.99
Gosset Brut Rose' N/V	22.99	15.99
Heidsieck Monopole Rose' '79	27.99	17.99
Krug Rose' N/V	71.00	32.99
Laurent Perrier Rose' N/V	39.99	21.99
Louis Roederer Brut Rose' N/V	37.50	19.99
Louis Roederer Cristal Rose' '78	185.00	124.99
Maximilian Rose' N/V	10.99	5.99
Moot Brut Rose' '80	37.80	19.99
Perrier Jouet Flower Btl. Rose' '79	89.00	38.99
Philipponnat Brut Rose' N/V	28.99	17.99
Pot Roger Rose' '79	39.99	19.99

## SPARKLING WINES

	SUGGESTED DETAIL PER BOTTLE	SALE PRICE PER BOTTLE
Aubel Blanc de Blanc (French)	8.78	4.29
Brut Royal	9.99	5.99
Chandon Blanc de Noir	14.00	8.50
Chandon Brut	14.00	9.50
Chateau St. Jean Blanc de Noir	14.00	7.99
Chateau St. Jean Brut	14.00	7.99
Cremant De Bourgogne-Les Acacias (French)	9.99	6.99
Fraixenel Carta Nevada (Spain)	5.99	3.70
Fraixenel Cordón Negro (Spain)	7.50	4.30
Miresou Blanc de Noir	13.80	8.99
Miresou Brut	13.80	8.99
Paul Cheneau Brut	8.99	5.99
Piper Sonoma Blanc de Noir	18.00	9.99
Piper Sonoma Brut	14.00	8.49
Robert Hunter Brut O'Noir	14.00	9.99
Scharffenberger Brut	13.80	9.49

## RARE WINES

	PRICE
LOUIS MARTINI CABERNET '64	39.99
CHARLES KRUG CAB '65—VINTAGE SELECTION	41.99
LOUIS MARTINI CABERNET '67	19.99
LOUIS MARTINI CABERNET '68	26.99
SEBASTIANI CABERNET '68—NORTH COAST	19.99
SEBASTIANI CABERNET '68—NORTH COAST 61N #35	26.99
ALMADEN CABERNET '68	28.99
PAROUCCI CABERNET '69	24.99
SEBASTIANI '69—GIN #36	19.99
SEBASTIANI CABERNET N/V—from the 60's	9.99
STEMLIN MERLOT '69	39.99
LOUIS MARTINI MERLOT '71	17.99
LOUIS MARTINI PINOT NOIR '65—SPECIAL SELECTION	29.99
LOUIS MARTINI PINOT NOIR '66—PRIVATE RESERVE	29.99
WENTE PINOT NOIR '66	24.99
WENTE PINOT NOIR '67	15.99
WENTE PINOT NOIR '69	15.99
SEBASTIANI PINOT NOIR N/Y—BIN #121	15.99
SEBASTIANI PINOT NOIR N/Y BIN #134	14.99
LOUIS MARTINI ZINFANDEL '56—PRIVATE RESERVE	39.99
LOUIS MARTINI ZINFANDEL '62	27.99
LOUIS MARTINI ZINFANDEL '68	23.99
LOUIS MARTINI ZINFANDEL '69	19.99
MIRASOU PETITE SYRAH '69	14.99
WENTE PETITE SYRAH '71	21.99
SEBASTIANI BARBERA BIN #51	12.99
LOUIS MARTINI SANGRIA '60	24.99

## CALL FOR PRICE QUOTES

ON ANY CHAMPAGNE, WINE OR LIQUOR

CONDITIONS OF SALE: This list is subject to stock on hand.  
All prices quoted are liable to alteration without notice.